WE CLAIM:

1.   A method of tracking a broadcast program, comprising:

registering the program by adding a registration number to the program;

broadcasting the program; and

detecting a broadcast signal and recording the registration number from

5   the broadcast signal.

2.   A method of tracking a broadcast program, comprising:

inserting a unique watermark value into a program to be broadcast;

deriving a fingerprint value based on said program's content;

storing said program's watermark value and associated fingerprint value;

5   detecting any watermark value inserted in a given broadcast program;

deriving a fingerprint value based on said given broadcast program's

content; and

comparing any detected watermark value and derived fingerprint value

from said given broadcast program with said stored watermark and associated fingerprint

10   values.

3.   The method of claim 2, wherein said unique watermark value is written

into the user bits of said program's SMPTE time code.